

The brewery industry, which has spent much of the post-war era in the doldrums mainly because of declining per-capita beer guzzling, is enjoying a heady feeling of optimism these days.

Their improved outlook started to take shape at the end of 1962, when consumption on a per-capita basis showed a small gain as over-all sales topped 90 million barrels. Stepped-up advertising was one factor—also the continuing rapid growth in the 21-to-40 age group, who traditionally are good customers.

Now packaging innovations are furthering brewers' gains; their research outlays in this area, which have been sizeable in recent years, are paying off.

A new development, talked of for some years but now apparently nearer to fruition, is "beer concentrates." These are bases that could be shipped economically to points where they could be reconstituted into actual beer by distributors, who would then sell to the retail level.

But even while brewers are busying themselves with such technological efforts, they're also whistling happily because volume up to September has shown a gain over 1962 and there's a good chance for topping, this year, the 15.1 gallons-per-person consumption mark of last year.

'PRO BONO PUBLICO'—Bulova Watch Co., Inc. is the nation's largest manufacturer of jeweled-lever watches, the developer of the revolutionary Accutron electronic timepiece, and a firm with marketing policies that seem to have roots in this old Latin phrase, "for the public good." Bulova sells directly to retailers and for the last year has been weeding out certain ones that it considers "not quite measuring up."

In helping to clarify his company's actions, Harry B. Henshel, president of Bulova, has issued a 2,000-word statement on the 89-year-old firm's "Constructive Distribution Policies that sets forth the criteria by which retail jewelers are evaluated: convenience of purchase, fair pricing, reliable service, sufficient inventory, expert guidance on product function, sensitivity to the requirements of the customer, and financial stability. States Henshel: "The marketing, sales and service of (our) products must be done in a manner assuring lasting satisfaction to the consumer." (A retailer can even lose his Bulova dealership by misrepresenting the quality of, or his service on, non-Bulova products he carries.)

Bulova's management is sure its policy will pay off in the long run. In fact, the company is enjoying growing sales and recently completed its best fiscal first quarter since 1957.

LITTER FIGHTERS—Hundreds of U. S. businesses and industries long have been among the leading supporters of Keep America Beautiful, Inc., a national non-profit organization actively working to preserve the nation's beauty through the elimination of litter. Indeed, KAB's entire financial support comes from business through membership dues and contributions.

Nearly every major industry is represented among the contributors to Keep America Beautiful and its educational program. They include banks and public utilities, oil and chemical companies, advertising agencies, and manufacturers of glass and metal containers, to name but a few.

Highway Patrol Slates Seminar

Local law enforcement agencies, as part of a statewide campaign by the California Highway Patrol, will be offered a one-day conference dealing with techniques in apprehending auto thieves and recovering stolen vehicles, according to Bradword M. Crittenden, commissioner. Date to be announced.

Planned in cooperation with the National Auto Theft Bureau, the seminar is designed to assist officers in reducing the auto theft problem, which represents a property value of nearly \$1 million dollars weekly in California.

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ship between business-industry and Keep America Beautiful dates back to 1953 when a group of responsible business leaders teamed with service organizations and government groups to form KAB.

Then, as today, these businessmen and their companies were concerned about the estimated \$500 million wasted annually on litter cleanup. Even more, they are concerned about the real threat that litter will despoil one of our most precious heritages—the scenic beauty of our country.

THINGS TO COME—Cleaning the insides of large ovens and grills is made easier with a

new aerosol-packaged spray detergent being introduced by a Michigan company. Powdered mixes for cocktails are being marketed in "envelopes;" the powdered base for such drinks as a whisky sour and Manhattan does not, however, include the alcohol element, which must be poured (according to directions) by the home bartender. Outdoor workmen and sportsmen are logical customers for new electric mittens, made of wool and heated through a small battery pack that is attached to the wearer's belt.

NUNS AND SALESMEN—Trading stamps may not be

front-page business news to the extent they were several years ago, but their uses in novel areas continue to crop up. The sisters at Vermont convent and school recently turned in 3.6 million stamps to buy a bus, through special arrangement with the stamp company. The local radio station cooperated by urging townfolk and parents to turn in stamp books to aid the cause. In another field—industry—a recent report says that use of stamps as incentives to spur salesmen's performances is showing a sharp increase. One battery manufacturer gives stamps to employees contributing worthy

suggestions on such matters as safety and cost reduction.

BITS O' BUSINESS—A new women's magazine—only this one is for career women, not the usual "homebodies"—is going on stands at 75 cents a copy. A typical story deals with handling security investments. The world's cattle population apparently is having

an explosion of its own; it's expected to reach an all-time high of 1.1 billion animals by the end of this year. Vending machines soon may replace, at least partially, the white-coated fellow selling "hot franks" and peanuts at New York's Yankee Stadium if a pending business deal goes through.

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